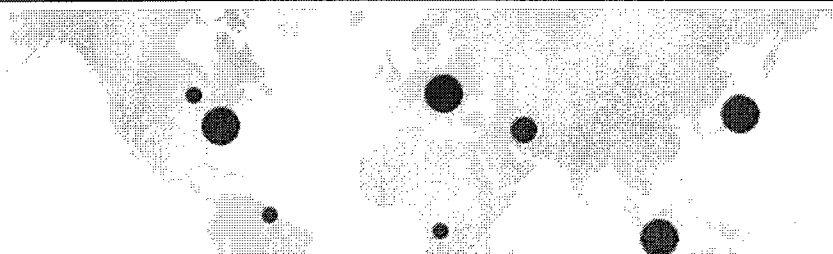


Exhibit A



Methods



10/21/2005



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Who We Are

IMS is the leading provider of business intelligence and strategic consulting services for the pharmaceutical and healthcare industries. We are a global company, with 6,400 employees and a presence in 100+ countries worldwide.

Our business begins with the data we gather on an unmatched scale. It's the raw material we collect from 29,000 data suppliers at 225,000 supplier sites worldwide. We monitor 75 percent of prescription drug sales in over 100 countries, and 90 percent of U.S. sales. We track 1 million+ products from more than 3,000 active drug manufacturers. We conduct medical audits in over 45 countries. We process 1 billion transactions a month. And the 60+ terabytes of information in our databases are accessible to customers around the clock.

But data is only the beginning of what we do. Our experts check it, refine it, and turn facts and figures into trends, perspectives and forecasts. We examine market share, sales volumes, pricing patterns, promotional effectiveness and more. Then we transform this data into customized offerings that provide customers with objective, independent perspectives, insights and advice.

We look at our customers' business in terms of their most critical issues – and put together custom solutions that tap our broad array of capabilities, helping them address issues and achieve objectives.

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